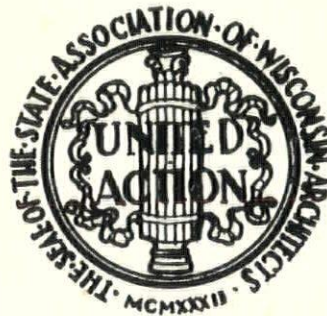


THE
WISCONSIN
ARCHITECT

THE OFFICIAL PUBLICATION OF
THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS
WISCONSIN CHAPTER OF THE AMERICAN INSTITUTE
OF ARCHITECTS
BUILDING CONGRESS OF WISCONSIN



General Contractors Association

Who Is Wrong?

The Big Three Pioneers

Executive Board Meeting

General Contractors Association of Milwaukee

The General Contractors Association of Milwaukee was organized over 20 years ago. Its objective has been to promote better relations between private owners and public bodies, their architects or engineers on the one hand and contractors on the other and to maintain high professional standards and efficiency in the conduct of work, encouraging sound business methods, which relieve contractors of improper risks and protecting the best interests of the building owner.

QUANTITY SURVEY BUREAU

In the beginning of its operations, in connection with association activities, a Quantity Survey Bureau has been established for the express purpose of properly designating the materials and positions which they occupy in construction projects. These quantity survey operations are wide in scope and include all types of structures, buildings, bridges, public work projects embracing practically all types (excepting highways) including projects in both the architectural and engineering field.

The purpose of the quantity survey bureau is to serve as a check on materials and encourage proper methods of take off, correcting that phase of the construction industry, which will minimize to a large degree the question of gambling in quantities.

To carry this work through properly, committees on methods and rules have devoted years of service combining both theory and practice developing a complete and comprehensive quantity survey. National recognition was obtained from the American Institute of Quantity Surveyors resulting in the award of merit for developing the most meritorious Quantity Survey on masonry in National Competition.

An important part of Quantity Survey operations, is to help correct amongst contractors, any misinterpretations of plans and specifications through cooperation with architects and engineers.

ASSOCIATION ACTIVITIES

The General Contractors Association is the Milwaukee Chapter of the Associated General Contractors of America, cooperating with one-hundred and twenty-five chapters throughout the United States in bringing about corrections to abusive measures detrimental to the Construction Industry as a whole.

Achievements worthy of mention are:
Prequalification of bidders.

Accident prevention in construction operations and Craftsmanship.

Development of Construction Industry Credit Bureaus.

Standardization of Equipment Rental Schedules.

Standardization and reduction in number and sizes of mechanical equipment, mixers, etc., resulting in economy in purchases and manufacturing cost.

Day labor operations and government in business vigorously opposed.

PREQUALIFICATION OF BIDDERS

Promotion of the activity of prequalification of bidders has resulted in benefits to the responsible element in the industry and owners in helping to reduce incompetency. It has been adopted by numerous public bodies and architects and engineers on private construction operations.

ACCIDENT PREVENTION AND CRAFTSMANSHIP

Through the combined efforts of all of the chapters in the Associated General Contractors of America, decided inroads have been made from both a local and national standpoint in helping to reduce construction hazards. An *accident construction manual*, the result of contributions from various individuals and chapters has obtained recognition from numerous public bodies and these rules and regulations are embodied in their specifications and accepted as a guide to further bring about the reduction of accidents. Annually, trophies and cups are awarded to the chapters whose accidents in relation to man hours worked are the least.

Craftsmanship contests for concrete, cement and masonry work have been conducted over a period of years. It gives recognition to the skillful mechanics, and has resulted in a desire to excel, developing better mechanics and more satisfied building owners.

CONSTRUCTION INDUSTRY CREDIT BUREAUS

In collaboration with the industry as a whole, this work, while still in a state of development, has proven itself beneficial to the entire industry.

STANDARDIZATION OF EQUIPMENT — RENTAL SCHEDULES

Through joint cooperation with a committee on methods, selected from various chapters, mixer standards have been developed reducing costs to contractors and manufacturers.

Rental schedules for practically all types of construction equipment have been given careful attention.

(Continued on page 7)

COMBUSTION EQUIPMENT

WILLIAMS OIL-O-MATIC

Solves the oil burning question

KOL MASTER STOKER

Solves the coal burning question

OUR ENGINEERING EXPERIENCE

Solves all heating questions.

Shellenberger-Gregg Co.
2203 N. Prospect Milwaukee

ALFOL

Aluminum Foil INSULATION

For architecturally designed Residences

Get the Facts

Write for circular,
"27 Reasons Why Architects Choose ALFOL Insulation"

Super Steel Products Co.

325 W. McKinley
MA. 2917 MILWAUKEE, WIS.

For BUILDING MATERIALS

FACE BRICK
COMMON BRICK
FIRE BRICK
STARK GLAZED BRICK
STRUCTURAL TILE
FLUE LINING
SEWER PIPE
GLASS BLOCKS
UTICA BRICKLAYERS CEMENT

Call Mitchell 6800

W. H. PIPKORN CO.

1548 W. Bruce St. Milwaukee

Who Is Wrong?

When reading articles for and against the Modern Style in architecture we cannot help classifying architects who indulge in these controversies into two groups, one the conservatives, the other the liberals, the first adheres to the accepted styles of architecture, the second discards them in its effort to develop a new style. Between them there is a continual controversy as to who is right and who is wrong, time only will answer this question, today we can only guess as to what the answer will be.

It seems but logical that the increase in the height of buildings should force clear thinking architects to discard styles that were developed for low buildings for something more logical, in doing so they follow the course taken by the architects of the middle ages when the lofty churches of that period led to the development of the Gothic style. So at present the still loftier buildings are leading us to a further logical change of dress for these buildings, this new dress has for the present been named the modern style.

Considerable criticism is being aimed at the new style which is not so much the fault of the style as of the incompetence of the designers.

On the trail of the competent designer there follows a horde of incompetents who have no knowledge of the fundamental principles of art as applied to the design of buildings, it is the work of these imitators that draws the fire of criticism.

The incompetent designers are the strongest advocates of the new style which in its pioneer stage is not yet articulated thus there is no standard by which to gauge their work. They can reap a harvest on their audacious bluffing before time can establish a correct measure of their ability.

The mass and proportions of buildings determines the proper style for their dress, any style including the modern, if correctly applied, will produce a pleasing building. Generally speaking the style of architecture merely fixes the character of the embellishments on a building and does not determine its architectural success or failure although one style is better adopted to a certain building than another. Good judgment is required to choose the correct one.

The factors that determine the architectural success or failure of a building are mass, proportion, fenestration, scale, texture and color. These factors are hidden

behind the cloak of style consequently many persons credit the style for the architectural success of a building which is not necessarily a factor.

The judgment of the public has a considerable influence on the trend in building design both by the criticism of the man in the street and by that of the men who pay for the buildings, it is therefore important that the public have discriminating judgment in appraising the architectural merit of a building.

Courses on the appreciation of the arts and courses in various branches of art for the general public are now available in all the larger cities and are well attended, they are intended to develop a more discriminating public taste which is the foundation for the highest development in the arts. The immediate result of these educational efforts are not satisfactory because so many who develop a slight aptitude at drawing immediately consider themselves artists. In their conceit they pose as such, they are very bold and voluble, they keep themselves in the public eye and mould public opinion to accept the crude work of beginners as works of art. The next stage in the educational effort will advance the discernment of the general public to a stage where they can no longer be misled by commercial adventurers posing as artists. It is to be hoped this stage will come soon and that architecture may profit therefrom with the other arts.

In answer to the question "who is wrong" we can say the conservatives are, because they are not willing to accept a change from established customs and thus they hamper progress.

We can also say the liberals are wrong, because they expect to develop a new style by ignoring all precedent without which there can be no progress. Yes they are both wrong.

Is anybody right in this matter? Certainly, but they who are do not belong to either of the two groups, they are an entirely different group who are masters of design in the accepted styles, when they accept a problem in the modern style they apply the same fundamental principles of design that have been handed down to us through the ages, the same principles that crown with success their efforts in other styles, also bring them success in the application of the new style. These are the men who contribute to the advancement in architecture regardless of style, they are the men who are right.

PETER BRUST.



See it at the Home Show The New Mueller Oil-Fired Air Conditioning Furnace

Mueller's 79 years of heating leadership culminates in this unit, which offers beauty matching the latest architectural developments in homes. Its revolutionary design produces a complete winter air conditioning service with efficiency and economy far in advance of conventionally designed units.

L. J. MUELLER FURNACE CO.
MILWAUKEE

THE WISCONSIN ARCHITECT

Official Publication

The State Association of Wisconsin Architects

The Building Congress of Wisconsin

Wisconsin Chapter, The American Institute of Architects

BUSINESS AND EDITORIAL OFFICE

724 E. Mason Street Milwaukee, Wisconsin

LEIGH HUNT, Editor

JOHN S. HOLBROOK, Publisher

Published Monthly Subscription, \$1.00 per year

Address all communications for publication to Editor at 724 E. Mason Street, Milwaukee.

CONTRIBUTING EDITORS

PETER BRUST HERMAN BUEMMING

ASSOCIATE EDITORS

Frank E. Johnson	Superior
Aloysius W. Bayer	Eau Claire
Raymond N. Le Vee	Appleton
C. J. Billmeyer	Wisconsin Rapids
Frederick C. Steinhaus	Sheboygan
Hubert C. Schneider	Madison
J. Mandor Matson	Racine
R. H. Kloppenburg	Milwaukee
T. L. Eschweiler	Milwaukee
Roland Kurtz	Milwaukee

OFFICERS OF THE ASSOCIATION

Theodore L. Eschweiler	President
Henry Auler	First Vice-president
Herman Buemming	Second Vice-president
Roger C. Kirchhoff	Treasurer
Arthur Seidenschwartz	Secretary

EXECUTIVE BOARD

Theodore L. Eschweiler	Milwaukee
Henry Auler	Oshkosh
Edgar Berners	Green Bay
Roger C. Kirchhoff	Milwaukee
Arthur Seidenschwartz	Milwaukee
Fitzhugh Scott	Milwaukee
Leo A. Brielmaier	Milwaukee
Wm. G. Herbst	Milwaukee
Peter Brust	Milwaukee
Leigh Hunt	Milwaukee
Herman W. Buemming	Milwaukee
Edgar A. Stubenrauch	Sheboygan
Ellis J. Potter	Madison
Herbert W. Tullgren	Milwaukee
Grover Lippert	Madison
Urban Peacock	Milwaukee

ADVISORY COUNCIL

District No. 1	
District No. 2	
Aloysius W. Bayer	Eau Claire
District No. 3	
Gordon J. Feldhausen	Green Bay
Noel Ross Safford	De Pere
District No. 4	
Irving A. Obel	Wausau
C. Madsen	Stevens Point
District No. 5	
Wm. J. Rauber	Manitowoc
Frank J. Stepnoski	Fond du Lac
District No. 6	
Ellis J. Potter	Madison
Frank Riley	Madison
District No. 7	
Arthur H. Kienappel	Milwaukee
Urban F. Peacock	Milwaukee
District No. 8	
Robert S. Chase	Janesville
Frank J. Hoffman	Racine

Notes on the February Meeting of the State Executive Board

ARTHUR SEIDENSCHWARTZ, Secretary

Minutes of the regular meeting of the Executive Board of the State Association of Wisconsin Architects, held at the City Club, Milwaukee, February 21, 1936.

Meeting was called to order by President T. L. Eschweiler at 1 P. M.

The following members were present: Messrs. Eschweiler, Auler, Buemming, Scott, Brielmaier, Herbst, Hunt, Tullgren, Berners and Seidenschwartz. Represented by proxy were Messrs. Peacock, Stubenrauch, Potter and Lippert. Mr. Roger Kirchhoff was absent.

The reading of the minutes of the January meeting was dispensed with, being approved as printed.

The Minimum Requirements for Plans and Specifications was again brought before the meeting by the special committee in charge for discussion and final adoption. Copies were sent to all the members of the Board several days previous to the meeting so they could familiarize themselves with the requirements and be prepared to adopt same.

Paul Brust wrote to the several National Associations whose symbols for plans are considered as national standards and ask for permission to use same. The requests were granted in all cases.

After considerable discussion and the adoption of several minor changes, a motion was offered by Herman Buemming and seconded by Wm. G. Herbst that the committee secure bids for the printing of the minimum requirements. Motion was adopted.

It was suggested that the Building Congress have a booth at the Home Show, possibly showing photographs, models, drawings, etc., and that they carry a message to the public, showing the value of good construction, design, plan, selection of property and financing. The booth to be manned by the Architects. The Architects' representatives present at this meeting, were Ed. Kuenzli for the A. I. A. and Al Seidenschwartz for the S. A. W. A., stated that it would be necessary for them to place this proposal before their respective Boards before they could express themselves. Due to time being so short and the Architects not being prepared to make a good display and the fact that it would be necessary for the Architects to have proper representatives at this display throughout the entire Home Show, a motion was offered by Leigh Hunt and seconded by Peter Brust that the idea be abandoned. Motion was adopted.

Mr. Buemming suggested that the Architects of Wisconsin use a rubber stamp on their plans instead of a seal, this method would save time and expense. A motion was offered by Mr. Brielmaier and seconded by Mr. Brust that Mr. Buemming write to Mr. Peabody, Secretary of the Board of Examiners, in regard to the possibility of such a change. Motion was adopted.

For the Profession

It is with appreciation that we note the advertising policy of The American Rolling Mill Co.

On Wednesday night, February 19, during the Armco Radio Broadcast over N. B. C., The Armco Ironmaster talked briefly on the importance of the architect and what he has contributed to comfort, convenience and the joy of living.

The Big Three Pioneers

During the late 80's and immediately preceding and following the turn of the century, Milwaukee could boast of three exceptionally well known (nationally) architectural firms. These did not only land the largest and most prominent commissions of that decade, but they were also the training school for a large group of young men who today are (or have been) Milwaukee's leading architects and who are carrying on the traditions of the older firms.

The firm of E. T. Mix and Company was the first architectural firm to win recognition either locally or outside of the city and state. E. Townsend Mix headed up this firm. He was a native of Connecticut and came to Milwaukee in 1856 as the local representative of a Chicago architect. He soon however hung out his own shingle. Mix was the first trained architect to practice in Milwaukee. For six years previous to his coming to Milwaukee he had diligently pursued his studies in the office of Richard M. Upjohn, the renowned New York architect. He often recalled that he had to pay Upjohn \$500.00 for this privilege. His business associates over a period of years were W. A. Holbrook and H. W. Guthrie who became a junior partner in 1898.

The number of commissions which were turned out by this office seemed without number. The list included the largest and most prominent structures of that day. Many are still standing as monuments to this firm's ability, resourcefulness and ingenuity. Amongst these buildings may be listed the following:

Chamber of Commerce	Mack Block
Mitchell Building	Loan & Trust Building
Union Depot	Boston Store (first unit)
Old Exposition Bldg.	Espenhain Store (recently remodeled)
Iron Block	
National Soldiers Home Bldgs.	Old Insurance Bldg., (Broadway & Wisconsin)

Colby & Abbott Building and that fine beautiful ecclesiastical structure—St. Paul's church. There was also designed by this firm (as another writer puts it) "at least not less than three-fourths of the most costly and ornate private residences in Milwaukee."

It is erroneous to classify the Layton Art Gallery as being a product of the Mix office. This building was designed by a London architect named Ardsley. Mix was the associate architect and did the superintending.

Mr. Mix died in 1890 and the work of the firm was

carried on by his late business associates, namely W. A. Holbrook and H. W. Guthrie.

Many of the older architects of Milwaukee today found employment or served their apprenticeship in the Mix office. Charles Fink was Mix's protegee. The chief draftsman was Carl Barkhausen and there were employed in this office at one time or another Messrs. C. D. Crane, C. Leenhouts, Hugh W. Guthrie, Harry A. Betts, H. J. Van Ryn and F. W. Andree.

In these modern times when there are so many automobile casualties it is interesting to note that Holbrook, Mix's partner, came to his untimely death by falling from a bicycle.

The firm of H. C. Koch was founded in 1868 by Henry C. Koch. Preceding this date Mr. Koch had worked for L. A. Schmidtner, the architect for the old Court House. It is surmised that he had something to do with this project as he was in Schmidtner's office when the drawings were made. Schmidtner did not maintain a large corps of draftsmen. Mr. Koch was a Civil war veteran, having served under Gen. Phil Sheridan as a topographical engineer. The firm of H. C. Koch and Co. at various times consisted of Henry P. Schnetzky and Herman J. Esser. Following the death of Mr. Koch in 1900 the business was carried on by his son, Armand D. Koch.

Amongst the larger and more prominent buildings which were designed by the Koch firm were the present City Hall, the Pfister Hotel, the Wells Building, the Gesu Church and the South Side High School.

The office of H. C. Koch and Co. is also credited with being the training school for many draftsmen who later became prominent architects in the annals of the city. The chief draftsman at one period of the firm's work was George B. Ferry. And employed there at different times were Messrs. E. R. Liebert, A. C. Eschweiler, Sr., Edward V. Koch, Gustave A. Dick, Henry Hensel, Henry Lotter, and John H. Leenhouts.

The third firm to play an important part in the building of Milwaukee was Ferry and Clas. This firm was composed of George B. Ferry and Alfred C. Clas. Mr. Ferry was a New Englander by birth and came to Milwaukee in the early 80's. He was Milwaukee's first college trained architect, having been graduated from Massachusetts Institute of Technology. Mr. Clas, a native son of Wisconsin, came to Milwaukee at an early age and apprenticed himself to an architect named Landguth. For this privilege he paid the magnificent amount

Manufacturers, Designers
and Importers of

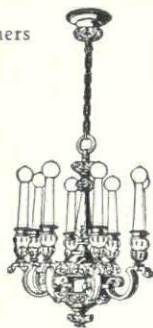
**LIGHTING
FIXTURES
AND ART
GOODS**

ALSO PLUMBING
AND HEATING
CONTRACTORS

Phone MA. 7970

GEZELSCHAP & SONS

816 N. Third St. MILWAUKEE



WHY ARE WE PROUD
of the New
Quiet May Heat-An-Aire?

Because

"HEAT-AN-AIRE" is a complete unit in a single package that filters, heats, humidifies and circulates air and furnishes year-around domestic hot water.

May Oil Burner Sales Corp.
945 N. Broadway - Milwaukee

H. F. Haessler Hdwe. Co.
Milwaukee

Builders Hardware

Tools and Paints

Garden and House Supplies

*Milwaukee's most complete
Finish Hardware stock. Make
your selection here.*

414 E. Mason St. Phone Daly 3704

of \$300.00. The arrangement proved unsatisfactory so Mr. Clas left before his time was up. Later Mr. Clas was with James Douglas, one of Milwaukee's early day architects. One of these partners recalled in later years that they (Ferry and Clas) met in the old Kuenstler Heim on North Plankinton Avenue and Wells Street. Over a glass of Milwaukee's well known product they tossed a coin to see what the name of the new firm would be. This happened in 1889.

No Milwaukee architectural firm was responsible for the design of more prominent and outstanding buildings than Ferry and Clas. In due time and order there came from this office the beautiful Italian Renaissance Public Library in Milwaukee and shortly thereafter the State Historical Library at Madison. Then there was the tower of St. John's Cathedral, the Masonic Temple on Jefferson Street (now the Court House annex), the famous and short lived Gargoyle, the Northwestern National Insurance Building, the Milwaukee Auditorium, the Cudahy apartments, the Unitarian church, the Archbishop's residence on Wisconsin Avenue (then the Frederick Pabst residence) and the Wisconsin State Buildings at the World Fairs held in the cities of Buffalo and St. Louis. The quality of design at these representative buildings brought this firm national recognition. This was an admirable team with Ferry the designer and Clas the business man. Mr. Clas was active in many of the civic functions of the city and here his talent and ability were quickly recognized and put to good use. As a result when the carnivals were held in the city in days of yore, the firm of Ferry and Clas played a prominent part in the designing of the decorations. The

beautiful plaster arch which stood on Wisconsin Avenue near the Pfister Hotel in the days of the carnival of 1900 was a product of their skill and ingenuity, as well as the Carnival Column which now stands in the Court of Honor.

The base for the Schiller and Goethe monument in Washington Park was designed in this office, as well as many other civic schemes in which Mr. Clas was interested. His long record for service on the Milwaukee Park Board, were his sincere appreciation and insistence of the true and pure in art, gained for him wide and lasting recognition.

The Ferry and Clas office proved to be the training school for many a successful architect of today. Amongst those who found employment and inspiration here were:

Peter Brust	Richard Phillip
Julius Heimerl	Joseph M. Bell
Frank Bader	Frank Howard
Hugo C. Haeuser	Charles W. Valentine
William C. Herbst	D. C. Otteson
William L. Kluessendorf	George C. Ehlers
Arthur Memmler	Frank M. Gray
Frank Voigt	Stanley Kadow

William H. Schuchardt as well as Elmer Grey and Gerrit Van Pelt of California. This is indeed a remarkable record for one office.

Many of these men later attained national renown as architects.

The epitaph on Sir Christopher Wren's tomb in St. Paul's Cathedral again comes to mind. "If you would see their monuments look about you." A. C. GUTH.

when designing and making plans

recognize

air conditioning

A new development which merits your serious consideration because it offers to your client, in his home or place of business, outstanding advantages in Comfort, Health, Cleanliness, and Efficiency.

we do not sell the equipment

We have available, however, an experienced air conditioning engineer who will be glad to assist you and your engineer in solving your air conditioning problems. This Advisory Service is offered without charge in the interest of the air conditioning industry.

Phone DAly 6600

AIR CONDITIONING SECTION
THE ELECTRIC COMPANY
 W. MICHIGAN at N. SECOND ST.
 MILWAUKEE, WISCONSIN



SMARTWEAR
Emma Lange, Inc.
 321 E. WISCONSIN AVE.
 CARRIER DISTRIBUTORS
 INSTALLATION



Charles Coplin, Inc., Furriers
 1416 N. TWELFTH STREET
 FRIGIDAIRE INSTALLATION



Schmidt & Bartelt, Inc., Funeral Home
 5050 W. VLIET STREET
 GENERAL ELECTRIC INSTALLATION

(Continued from page 2)

Depreciation, overhauling, major repairs, interest, taxes, storage insurance, etc., showing annual expense percent of capital investment are included in it and through this schedule a monthly or daily fair rental basis can be set up.

Briefs have been written on this subject citing statistical data showing great economy and savings which are effected when construction operations are performed by the firm competitive contract method and awarded to the low responsible bidder.

Legislative activities, appearances before public bodies and committees have been carried forward. Cooperation with the various branches in the construction industry has resulted in preventing public bodies from doing some construction operations without competitive contract.

The General Contractors Association holds membership in the Associated General Contractors of America and its members are affiliated with the Building Congress, Builders Exchange, Master Carpenters Association, Master Builders Association and the Association of Commerce.

Officers and Directors are:

Jerome P. Gebhard	President and Director
John Dahlman	Vice President and Director
Ralph Kroening	Secretary and Director
John Steigerwald	Treasurer and Director
S. M. Siesel	Director

S. M. Siesel is the national director in the Associated General Contractors of America representing Wisconsin and Illinois.

GENERAL CONTRACTORS ASSOCIATION
S. H. Eigel, Manager.

Milwaukee Chapter
THE ASSOCIATED GENERAL CONTRACTORS
OF AMERICA

Gimco Rock Wool House Insulation

Applied by the pneumatic method in homes already built.

Hand packed and bats for new construction.

R. G. RICE CO.

3048 W. Galena St. Milwaukee, Wis.
Phone: West 8740

Read

the Advertisements

in

The Wisconsin Architect

KEWANEE STEEL HEATING BOILERS

350 Different Sizes
Rated 400-48,000 Feet.
For Large or Small
Buildings and Homes
Burning any Fuel.

KEWANEE BOILER CORPORATION

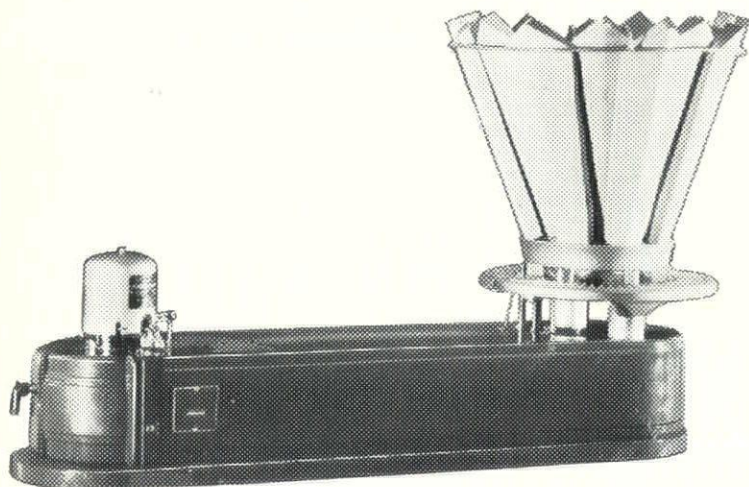
1741 W. St. Paul Ave.,
Milwaukee, Wis.
Phone WEst 4642-4643

NEW LOW RATE

FOR

GAS

HOME
HEATING



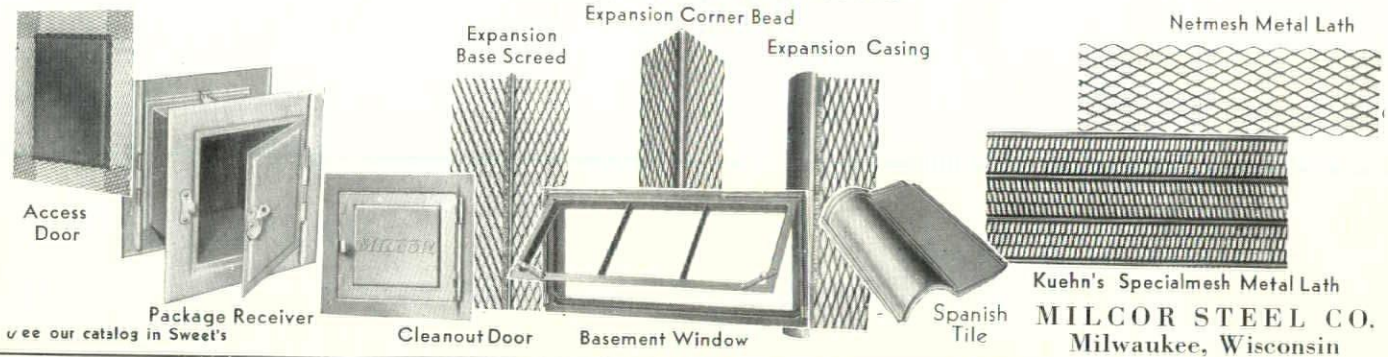
Call our House Heating Division. Our engineers will gladly cooperate with you.

**MILWAUKEE GAS
LIGHT COMPANY**

DALY 6720

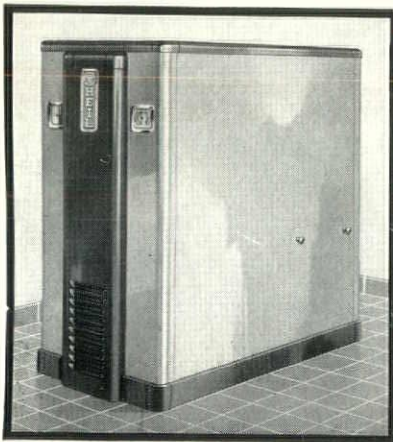
626 E. WIS. AVE.

The complete line of **MILCOR** fireproof building materials, preferred by architects all over the country, is made in Wisconsin



★ HEIL *Combustion* OIL HEATING

Why not let the Heil factory engineering staff help you with your oil heating problems? The Heil Co. manufactures: Conversion Burners, Boiler-Burner units, Air Conditioning Furnace - Burner units and Industrial Oil Burning Equipment. . . . Phone or write for free literature. Address: The Heil Co., 3000 W. Montana St., Milwaukee. Phone: Mitchell 8000.



Heil Combustion Boiler-Burner Unit

PROMPT SERVICE AND
GOOD WORK, THIS IS
OUR CREED

MILWAUKEE BLUE PRINT & PHOTOSTAT CLUB

EUGENE DIETZGEN CO.
F. A. OTTO, INC.
FREDERICK POST CO.
M. J. SCHMITT
O. J. WALLBERG & SON, INC.
DAVID WHITE CO., INC.

**PAINTS
VARNISHES
ENAMELS**

Since
1895

GLASS
Vitrolite Structural Glass
Kawneer Store Fronts
Lustraglass

PATEK BROTHERS, INC.
MILWAUKEE

RUNDLE - SPENCE MFG. CO.

PLUMBING & STEAM SUPPLIES

Consult your Plumber or Fitter

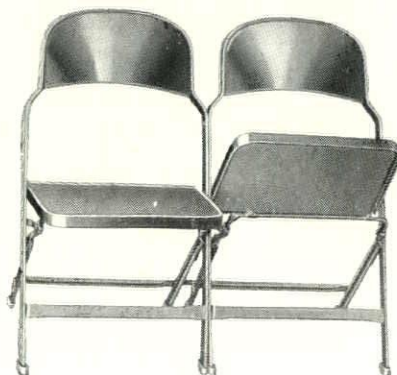
MILWAUKEE — MADISON

**B
BERLOY**

Lockers (steel), Laboratory Furniture (steel), Shelving (standard and special) (steel), Folding Chairs (steel), Special Cabinets (steel), Steel Showers, Gymnasium Equipment.

*Estimates Will be Given on
Any of your Requirements.*

BERGER MANUFACTURING CO.
C. S. Perego, Dist. Mgr.
724 E. Mason St. Milwaukee



Clarin Assembly Chairs

Why not let Schuchardt assist you on your Seating problems?

In this Age of Steel you will be interested in the new portable Auditorium chairs. They are ganged in twos, threes and fours to make one unit to conform with the Wisconsin State Building Code on Seating.

PYRAMID EQUIPMENT CO.

733 N. VAN BUREN ST., MILWAUKEE

C. W. Schuchardt, Gen. Mgr.

Ph: MA 5763